

2014 CBIE ANNUAL REPORT



CBIE
Canadian Bureau for
International Education



BCEI
Bureau canadien de
l'éducation internationale

www.cbie-bcei.ca



CBIE's Annual Report 2014

Canadian Bureau for International Education

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CHAIR's Message

As the Chair of the Board of CBIE, it is a pleasure to see with each passing year vastly increased interest in, and importance attributed to international education, in all its facets.

International education is so many things that it can be difficult to explain, and it certainly can't be summed up in an "elevator talk."

It's about:

- ✓ Internationalization of institutions and their programs of study
- ✓ Cross-border research collaboration
- ✓ International institutional partnerships
- ✓ Training and professional development both at home and abroad
- ✓ Capacity-building projects
- ✓ Faculty and student mobility programs

In today's globalized world, international education is an essential pathway to cooperation, creation and innovation.

Our sector has experienced some exciting firsts this year, beginning with the launch of Canada's International Education Strategy in January. This inaugural strategy opens with the definitive statement that "International education is critical to Canada's success." I couldn't agree more. And I am delighted that our federal government has taken this major step and, in so doing, drawn together the provinces and territories, education associations and institutions to participate and contribute. CBIE's own engagement with the Canadian Consortium for International Education springs from, and reinforces, the collaborative nature of our work.

Only a few years ago, the idea of a national internationalization strategy was a dream. It is you, our members in K-12 school districts, language schools, colleges, cégeps, institutes, polytechnics and universities, who made it a reality with your input and commitment.

The strategy is a milestone that marks a fresh beginning. It is intended to be dynamic and evolve as needed. Many of our members have pointed out that the plan is ambitious in regard to inbound international students but much less robust regarding outbound mobility. CBIE continues to dialogue with government and other stakeholders to make the strategy more comprehensive and to stress the critical importance of internationalizing the education of Canadians.

As I read the strategy, I was impressed with the emphasis on benchmarks, numbers and statistics. These are needed to gauge our success but they cannot overshadow a fundamental fact. When it comes to mobility, statistics represent people. And it is these individuals, and helping them realize their potential through education, that are at the core of what we do.





Education is about exploring the world around us, learning from others, and sharing our talents and knowledge with them, in the collective effort to make the world a better place.

CBIE's Patron, His Excellency the Right Honourable David Johnston, Governor General of Canada, calls these global linkages the "Diplomacy of Knowledge":

*"As a student of history,
I understand that civilization's
greatest advances often came not
wholly from within certain
disciplines but at the intersections
of different disciplines. While
cross-disciplinary action can be
conducted locally, regionally and
nationally, it's most potent when
we cross international borders and
cultivate interactions among
teachers, students, researchers
and others in different countries."*

His Excellency the Right Honourable
David Johnston, Governor General of
Canada, address at the Fulbright Awards,
Boston, May 2013

At CBIE, we are strong believers in His Excellency's statement – so much so, that the theme of our 2014 Conference is "The Diplomacy of Knowledge and Our Common Future." Sharing knowledge and expertise, at home and abroad, strengthens our global community and prepares us to tackle together the heavy challenges of the 21st century.

In the President's Message, you will read highlights of CBIE's efforts throughout this year to create a better world through education.

I thank our members, partners, staff and friends for their hard work and their commitment to the goal of education for all.

Ann Buller | Chair of the Board,
and President and CEO, Centennial College



Risha Vithlani (centre), a finalist in CBIE's annual Photo and Video Contest, performs in a Chinese Dragon Dance in the Annual University of Windsor Celebration of Nations.

PRESIDENT's Message

International education was on the minds of everyone at the close of 2013, for a bittersweet reason. Nelson Mandela, freedom fighter and passionate defender of human rights, passed away in December. An outpouring of sadness, gratitude and reflection came from all corners of the globe while we remembered his incredible spirit, perseverance, humanity and tireless advocacy for a truly free and equitable South Africa.

Many international education professionals cite Nelson Mandela as an inspiration for their work. He famously said, "Education is the most powerful weapon which you can use to change the world."

His passing lent a special urgency to the efforts of the international education community at the Global Dialogue on the Future of Higher Education Internationalization held in Port Elizabeth, South Africa in January 2014.

Hosted by CBIE's sister organization, the International Education Association of South Africa (IEASA), CBIE contributed proactively to the Dialogue, identifying these critical tasks that internationalization must undertake:

1. Helping people navigate pluralism and embrace diversity
2. Making internationalization equitable
3. Identifying what we need to do to effectively underpin the above

Six regional and nine national organizations met, debated, discussed, designed and signed on to the Nelson Mandela Bay Declaration. This statement recognizes that internationalization must be based on mutual benefit, inclusivity, ethical practice, and engagement of entities and individuals in the developed, emerging and developing countries. It commits the signatories to move forward together in support of this kind of internationalization.

CBIE looks forward to working cohesively with all of our partner organizations on this critical initiative.

While the Global Dialogue was taking place, thousands of kilometres away Canada's International Education Strategy (IES) was launched. It was my pleasure to speak at the launch with Hon. Ed Fast, Minister of International Trade, and to be cited in the Strategy document, as follows:

Canada's International Education Strategy takes a critical step forward. It will significantly improve our capacity to be competitive in attracting international students at all levels of education, with all of the benefits that this will bring to Canada. But, importantly, it also points to a broader vision of the value of international education for Canada and for our partners around the world, as international education builds the diplomacy of knowledge and gives the next generation of Canadian and international students the tools they need to contribute to global society in meaningful ways.



PRESIDENT's Message

The IES builds on the work of the expert Advisory Panel on Canada's International Education Strategy, whose report encompassed many of our recommendations and much of our advice.

The IES makes international education a priority for the government and for Canada. Canada has made significant gains in international education over the past decade and, working together to realize the ambitions of the IES, we can realize its potential in a range of areas.

The IES focuses on inbound mobility. International students are highly important to Canada. They bring major benefits to us and at the same time they benefit from our excellent education and training. However equal effort needs to be made in the area of outbound mobility.

Canadian youth must have the opportunity to experience international exchanges, internships and co-ops to develop the intercultural skills needed to thrive in a global society and economy. Far too few Canadian students participate in study abroad as part of their college or university programs. This is a missed opportunity for students and for Canada. Other nations such as Australia, Brazil, China, Germany and the United States are pursuing bold visions for study abroad because they understand the strategic importance of internationalizing their youth for the 21st century.

CBIE is working to address what we see as "Canada's Global Engagement Challenge." In our submission to the House of Commons Finance Committee in August 2014, we urged the government to invest in study abroad by Canadian students. Specifically we asked that the government adopt the recommendation of the Advisory Panel and offer 50,000 study abroad awards each year by 2022 – beginning with 10,000 now and ramping up to this level.

This critical skills deficiency will not be changed by grants alone. CBIE aims to change the attitude and behaviours of Canadian youth around study abroad. Misconceptions include that study abroad is too expensive, that it's impossible to find information and that only Rhodes Scholars and recipients of other prestigious awards get the chance to study abroad. Changing the conversation will require planting the seed for global experiences during elementary and secondary school. We look forward to supporting excellent efforts of our school board members to expand their international program offerings and to convey the message that global experiences are both critical and possible.

A highlight of our year in member services includes a re-energized and expanded Excellence Awards Program, featuring several new categories: Founders Award, our most prestigious, for leaders of international stature; North Star Award for an Emerging Leader; Catalyst Award for Research Leadership; Panorama Awards for Outstanding Programs; Member Emeritus Award; and Board of Directors' Award for Comprehensive Internationalization. The expanded program recognizes professionals at all stages of their careers and varied areas of expertise. We are fortunate to work with these trailblazers in internationalization.



The Honourable Ed Fast, Minister of International Trade (centre left) announces Canada's first International Education Strategy in Toronto, January 2014. CBIE's Karen McBride spoke at the event.

PRESIDENT's Message

CBIE's conference is a focal point for international education in Canada and, increasingly, for partners abroad: our 2013 conference in Vancouver attracted 750 participants from 53 countries. The theme of the 47th annual conference, Education for a Better World: Our Global Social Responsibility, resonated deeply with participants who addressed the fundamentals of our work with passion. The Canada-ASEAN Forum, supported by the Department of Foreign Affairs, Trade and Development, explored current and potential partnerships.

The conference provides a showcase for CBIE research and projects. In 2013 we released our second annual report on Canada's performance in international education. We also launched our student-focused online portal which gives both Canadian and international students access to blogs by peers and advice on internationalizing their education.

Also this year CBIE established an Education Abroad Advisory Committee (EAAC) to identify critical issues in internationalization, develop common terminology and begin to define tracking standards for participation in study abroad. Ultimately our objective is better data at the national level, allowing us to identify gaps in support of our members' education abroad strategies.

CBIE has made significant progress on a pioneering initiative: development of a Professional Recognition Portfolio Program for international education professionals. The program is expected to entail the following: portfolio requirements; competency profiles; program management tools; and an online database and participant portal. The program will allow professionals to build their careers based on nationally accepted criteria.

CBIE continues to support members to develop international partnerships and projects.



This group of delegates crafted the Nelson Mandela Bay Declaration at the Global Dialogue on the Future of Higher Education Internationalization held in Port Elizabeth, South Africa.

In February, representatives from 13 post-secondary institutions participated in a first-of-its-kind colloquium between Canada and Algeria. Organized by CBIE and the Algerian Ministry of Higher Education and Scientific Research (MESRS) with the support of senior Canadian government officials, the colloquium objectives were to explore best practices for higher education in both countries, with a focus on quality assurance, research, institutional performance and improving students' experience. Several institutional agreements were signed at the event and in follow-up CBIE and the Algerian institutional presidents' association are discussing partnership activities. The colloquium built on other CBIE initiatives including the Canada-Arab Education Forum (2011) and Canada-Francophonie Education Forum (2012).

CBIE has benefited from access to the Government of Canada's Global Opportunities for Associations (GOA) program to conduct market development on behalf of our membership. In the past year we undertook a pathways study involving schools in China and Vietnam using the curriculum of a Canadian province. Recently we hosted a study visit of Libyan officials seeking to enhance their knowledge of public policy and education.

PRESIDENT's Message

We have also been awarded funding for 2014-15 that will enable us to explore links with Ukraine in agriculture and health care sectors; support Libya's transition through cooperation missions in higher education and through capacity-building; explore new markets for K-12 and post-secondary education in Latin America and the Maghreb region; and develop market-focussed information resources in local languages.

CBIE has extensive experience and expertise in managing major scholarship programs. During the year CBIE continued to manage the Libyan-North American Scholarship Program effectively through a challenging time, guided by our commitment to the well-being of all students and working closely with the Libyan Ministry of Higher Education and Scientific Research.

It was a pleasure this year to continue our partnership with Brazil to support delivery of the *Ciência sem Fronteiras* scholarship program. To date we have placed over 3,300 undergraduate students in programs across Canada and arranged internships for over 2,500 of these students. President Dilma Rousseff recently announced the second phase of the scholarship program and we hope to be continuing our engagement. Building on partnerships between Brazilian and Canadian research institutions and organizations is another priority for CBIE. Brazil is interested in welcoming foreign researchers and more opportunities are being explored in meetings in Brasília, São Paulo and Ottawa.

We are proud to work with our counterparts in Ukraine on a new project that will benefit the lives of millions. CBIE is partnering with Coordination Centre for Legal Aid Provision (CCLAP) to implement the Quality and Accessible Legal Aid (QALA) project, a vital new initiative in Ukraine's political landscape. Supported by the Department of Foreign Affairs, Trade and Development (DFATD) and

the Ministry of Justice of Ukraine, the project's goal is to make available free legal aid to the Ukrainian population with an emphasis on vulnerable groups.

While the world faces huge challenges, the education landscape has been illuminated by the award of the 2014 Nobel Peace Prize to Malala Yousafzai of Pakistan who has done so much to support equitable access to education – in particular gender equity – and Kailash Satyarthi of India who has tirelessly worked for children's rights including the right to education. The spirit of Nelson Mandela prevails.

And you our members continue to work with us to make education – and particularly, international education – available to people the world over.

I am truly grateful for your sustained support and dedicated efforts.

Karen McBride | *President and CEO*



CBIE's 47th Annual Conference in Vancouver broke many records. Over 750 delegates from over 50 countries worldwide came to network, learn and share successful practices.

CBIE Members

Alberta

- Calgary Board of Education
- Concordia University College of Alberta
- Edmonton Public Schools
- Grant MacEwan University
- Lakeland College
- Lethbridge College
- Mount Royal University
- NorQuest College
- Northern Alberta Institute of Technology
- Olds College
- Red Deer College
- Southern Alberta Institute of Technology
- University of Alberta
- University of Calgary
- University of Lethbridge

British Columbia

- British Columbia Institute of Technology
- Camosun College
- Capilano University
- College of New Caledonia
- College of the Rockies
- Coquitlam School District
- Douglas College
- Emily Carr University of Art and Design
- Fraser International College
- Kwantlen Polytechnic University
- Langara College
- North Island College
- Okanagan College
- Quest University Canada

- Royal Roads University
- Selkirk College
- Simon Fraser University
- Surrey School Board
- Thompson Rivers University
- University of the Fraser Valley
- University of British Columbia
- University of Northern British Columbia
- University of Victoria
- Vancouver Community College
- Vancouver Island University

Manitoba

- Assiniboine Community College
- Brandon University
- International College of Manitoba
- Medicine Hat College
- Red River College
- Université de Saint-Boniface
- University of Manitoba
- University of Winnipeg

New Brunswick

- New Brunswick Community College
- Université de Moncton
- University of New Brunswick

Newfoundland & Labrador

- College of the North Atlantic
- Memorial University of Newfoundland



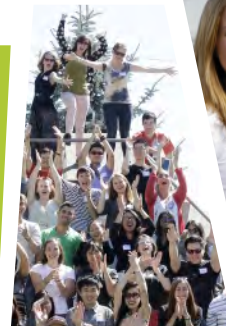
CBIE's 47th Annual Conference in Vancouver broke many records. Over 750 delegates from over 50 countries worldwide came to network, learn and share successful practices.

Nova Scotia

- Acadia University
- Cape Breton University
- Dalhousie University
- Mount Saint Vincent University
- Nova Scotia College of Art and Design University
- Nova Scotia Community College
- Saint Mary's University

Ontario

- Algoma University
- Algonquin College of Applied
- Arts and Technology
- Brock University
- Cambrian College
- Canadore College
- Carleton University
- Centennial College
- Conestoga College



- Confederation College
- Conseil des écoles publiques de l'Est de l'Ontario
- Durham College
- Fanshawe College
- George Brown College
- Georgian College
- Humber Institute of Technology and Advanced Learning
- La Cité collégiale
- Lakehead University
- Lambton College
- Laurentian University / Université Laurentienne
- Loyalist College
- McMaster University
- Mohawk College of Applied Arts and Technology
- Niagara College
- Nipissing University
- Ottawa-Carleton District School Board & OCENET
- Ontario College of Art and Design University
- Queen's University
- Ryerson University
- Sault College
- Seneca College of Applied Arts and Technology
- Sheridan College
- Sir Sandford Fleming College
- St. Clair College
- St. Lawrence College
- Thames Valley District School Board
- Toronto District School Board
- Trent University
- Tyndale University College & Seminary
- University of Guelph

- University of Ontario Institute of Technology
- University of Ottawa / Université d'Ottawa
- University of Toronto
- University of Windsor
- University of Waterloo
- Waterloo District Catholic School Board
- Western University
- Wilfrid Laurier University
- York University

Prince Edward Island

- University of Prince Edward Island

Québec

- Bishop's University
- Cégep Gérald-Godin
- Cégep Heritage College
- Cégep John Abbott College
- Cégep de l'Outaouais
- Collège de Bois-de-Boulogne
- Collège LaSalle College
- Collège Montmorency
- Collège Saint-Charles Garnier
- Concordia University
- École de technologie supérieure
- École Polytechnique de Montréal
- HEC Montréal
- Institut national de la recherche scientifique
- Lester B. Pearson School Board
- McGill University
- Université de Montréal
- Université de Sherbrooke

- Université du Québec à Montréal
- Université du Québec à Trois-Rivières
- Université du Québec en Outaouais
- Université Laval

Saskatchewan

- Saskatchewan Polytechnic
- University of Regina
- University of Saskatchewan

Yukon

- Yukon College

Partners

- British Columbia Council for International Education
- EduNova
- Fédération des cégeps
- International Consultants for Education and Fairs (ICEF)
- Navitas

Associates

- CultureWorks



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President, Centennial College

Chair Designate | Dr. Patrick Deane

President and Vice Chancellor, McMaster University

Treasurer | Mr. Brian Burns

Vice President and Chief Financial Officer, Almonte General Hospital and Fairview Manor

CBIE is Canada's national organization dedicated to making Canada a global leader in international education. CBIE's pan-Canadian membership comprises 150 colleges, institutes, universities, school boards and language schools which enrol over 1.2 million students from coast to coast.

Board Members 2014-2015

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PATRON

*His Excellency the Right Honourable
Governor General of Canada*

David Johnston

C.C., C.M.M., C.O.M., C.D.



Financial Statements



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INDEPENDENT AUDITORS' REPORT

To the Members of the Canadian Bureau for International Education

Report on the Financial Statements

We have audited the accompanying financial statements of the Canadian Bureau for International Education, which comprise the statement of financial position as at March 31, 2014, the statements of operations, changes in net assets and cash flows for the year then ended, and notes, comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Canadian Bureau for International Education as at March 31, 2014, and its results of operations, changes in net assets and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Report on Other Legal Requirements

As required by the Canada Corporations Act, we report that, in our opinion, the accounting principles in Canadian accounting standards for not-for-profit organizations have been applied on a consistent basis.

KPMG LLP

Chartered Professional Accountants, Licensed Public Accountants

June 20, 2014

Ottawa, Canada

CANADIAN BUREAU FOR INTERNATIONAL EDUCATION

Statement of Changes in Net Assets

Year ended March 31, 2014, with comparative information for 2013

	Unrestricted	Invested in tangible capital assets	Internally restricted	2014 Total	2013 Total
Net assets, beginning of year	\$ 2,556,701	\$ 385,799	\$ 700,000	\$ 3,622,500	\$ 3,695,999
Excess (deficiency) of revenue over expenses	486,592	—	—	486,592	(73,498)
Amortization of tangible capital assets	195,054	(195,054)	—	—	—
Tangible capital asset acquisitions	(127,825)	127,825	—	—	—
Net assets, end of year	\$ 3,110,522	\$ 298,570	\$ 700,000	\$ 4,109,092	\$ 3,622,500

See accompanying notes to financial statements.

CANADIAN BUREAU FOR INTERNATIONAL EDUCATION

Statement of Financial Position

March 31, 2014, with comparative information for 2013

	2014	2013
Assets		
Current assets:		
Cash and cash equivalents (note 2)	\$ 865,384	\$ 928,512
Restricted cash for projects (note 3)	56,212,782	15,949,497
Accounts and contributors receivable	1,297,058	840,807
	58,375,224	17,778,816
Investments (note 4)	4,008,213	2,994,234
Tangible capital assets (note 5)	298,570	365,799
	\$ 62,682,007	\$ 21,069,956
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities (note 5)	\$ 2,360,133	\$ 1,371,759
Deferred contributions	—	126,153
Deferred contributions relating to restricted cash for projects (note 3)	56,212,782	15,949,497
	58,572,915	17,447,409
Net assets:		
Unrestricted	3,110,522	2,556,701
Invested in tangible capital assets	298,570	365,799
Internally restricted (note 7)	700,000	700,000
	4,109,092	3,622,500
Contingencies and guarantees (note 9)	—	—
Commitments (note 10)	—	—
	\$ 62,682,007	\$ 21,069,956

See accompanying notes to financial statements.

Approved by the Board of Directors:

[Signature] Director
[Signature] Director

CANADIAN BUREAU FOR INTERNATIONAL EDUCATION

Statement of Operations

Year ended March 31, 2014, with comparative information for 2013

	2014	2013
Revenue:		
Gross projects contributions	\$217,477,408	\$168,330,255
Less: direct project expenses	208,602,850	151,402,006
Net project contributor	8,874,558	16,928,249
Conference	715,080	560,287
Membership	191,325	166,638
Interest and investment	125,696	99,137
Miscellaneous	767,007	402,113
	10,084,627	5,224,641
Expenses:		
Books, subscriptions and memorabilia	17,077	12,210
Conference/workshop facilities	261,785	202,880
Equipment rental and maintenance	93,247	103,730
Grants, fees and awards - projects	11,367	10,225
Insurance	28,812	29,281
Postage and courier	15,296	30,405
Printing and photocopying	45,007	75,714
Professional fees:		
Contracts	917,344	1,138,760
Legal and audit	59,163	64,302
Promotion	58,193	51,221
Rent	536,337	459,502
Salaries and benefits	7,591,229	5,505,353
Supplies and sundry	112,777	136,870
Telephones	69,345	60,484
Transportation	70,936	53,598
Travel (note 8)	432,306	354,757
Amortization of tangible capital assets	195,054	131,247
	10,023,504	8,423,620
Excess (deficiency) of revenue over expenses before the underecord	560,723	(158,978)
Net unrealized gain (loss) on investments	(74,131)	126,480
Excess (deficiency) of revenue over expenses	\$ 486,592	\$ (73,498)

See accompanying notes to financial statements.